

COMMISSIONER GENERAL'S REPORT TO CONGRESS  
NOVEMBER 2005

HOPE OPTIMISM ENTERPRISE FREEDOM  
U.S. PAVILION WORLD EXPO 2005



# U.S. PAVILION WORLD EXPO 2005 AICHI, JAPAN

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**LISA GUILLERMIN GABLE**

U.S. Commissioner General of Section, United States Exhibition  
2005 World Exposition, Aichi, Japan

Per the requirements of PL 106-113, I am pleased to provide the third interim report of the activities of the U.S. Pavilion at World EXPO 2005, Aichi, Japan, which officially concluded on September 25, 2005. We will provide a comprehensive report of “lessons learned” in 2006 after the final books are closed.

U.S. involvement began with a commitment to participate made by President Bush to Prime Minister Koizumi in October 2003. Through the U.S. Pavilion, America has reached far beyond its promise. We delivered a powerful message with a uniquely American perspective on EXPO’s theme of “Nature’s Wisdom.” We exceeded attendance expectations and we helped cultivate business opportunities in one of the world’s fastest-growing economies. Our participation was a model of public diplomacy and economic development, leaving a legacy that will last for years to come.

There were two facets to the U.S. Pavilion. Downstairs, the stunning “Franklin Spirit” presentation brought Benjamin Franklin to life to share the core American values of Hope, Optimism, Enterprise and Freedom. The pavilion’s American Journey Gallery showcased innovations that have shaped our lives. And through special events we gave the world a taste of America’s diverse culture, from bluegrass to opera, Batman, Sesame Street and more.

Upstairs in the pavilion’s Franklin Room, we did business. We hosted 16 of our 19 state partners, eight of which had delegations led by governors. In addition, we were supported by 56 corporate sponsors. In September, our U.S.–Japan Innovation Summit focused on mutual investment, cooperation and innovation. For commercial and state supporters, EXPO provided a tremendous opportunity to build relationships in the region; an effort that will yield a positive impact on business development, tourism and job creation.

In short, the U.S. Pavilion at World EXPO 2005 accomplished many significant achievements, including:

- **Exceeding Attendance Goals:** Actual attendance at the U.S. Pavilion was 2,014,648—exceeding our initial target of 1.5M by more than 33%. EXPO attendance was over 22 million, exceeding the initial target of 15 million.
- **100% Non-Federal Funding:** No Federal funds were spent for the U.S. Pavilion. The Commissioner General was a non-compensated employee of the Department of State.
- **Positive Visitor Impact:** The U.S. Pavilion was twice rated #1 in a survey conducted by a major television affiliate of the *Asahi* newspaper.
- **Recognition for Excellence:** The U.S. Pavilion received the Bronze award for Nature’s Wisdom from the EXPO Association.

- **Extensive Press Coverage:** Featured in national and local publications in the United States and Japan. Total Circulation: 285,990,766 readers (media impressions) for newspapers and 65,067,186 readers for magazines, with over 91 articles printed in Japan during opening weekend alone.
- **On-time, On-budget Execution:** The U.S. Pavilion program was executed well under its projected budget of \$33.7M.
- **Significant VIP Exposure:** The U.S. Pavilion played host to multiple state delegations, including state governors, as well as cabinet secretaries, senators, congressmen, corporate leaders and international dignitaries.
- **U.S. National Day Celebration:** The U.S. presented a youth-oriented National Day program featuring educational and entertaining events, presided over by a Presidential delegation led by Secretary of Education Margaret Spellings.
- **Rich Cultural Programs:** The U.S. Pavilion hosted a variety of performances, including Sesame Street, Batman Begins, the New York City Opera, Larry Gatlin and Cadillac Jazz, to name a few.
- **100% Customer Satisfaction:** Every corporate supporter and state attendee expressed satisfaction with their U.S. Pavilion experience. As Dr. Shoichiro Toyoda, Chair of EXPO, stated at the September 14 Innovation Summit dinner, “This EXPO could not have been a success without U.S. participation.”

To improve the future effectiveness of U.S. participation, it is recommended that future EXPOs be moved to the jurisdiction of the Department of Commerce and managed by a non-governmental organization with existing business ties. World Expositions such as Aichi are increasingly focused on international trade and business with an emphasis on trade promotion, creation of new commercial markets and showcasing advanced technology in specific sectors of the economy. Given this approach, the Department of Commerce, with its extensive networks in the private sector, is in a stronger position than the Department of State to coordinate future U.S. participation. The next World EXPO will be in Shanghai in 2010.

I want to thank Doug West, Deputy Commissioner General (Private Sector) and the U.S. Pavilion staff for bringing a spirit of generosity to the process, hosting events, welcoming visitors and ensuring that dollars and time were strategically spent building partnerships that will result in jobs back home. I would like to also thank Travis Horel, former Deputy Assistant Secretary of State, and her team for their tenacity and partnership. Finally, we would like to recognize our partners in Japan—the U.S. Embassy and the U.S. Mission, Nagoya.

The U.S. Pavilion has proven to be an effective public diplomacy program, complemented by business discussions that will sustain and grow the strong economic and diplomatic relationship between the U.S. and Japan. I am grateful for the opportunity to take part in this valuable endeavor.

Ambassador Lisa Gable  
U.S. Commissioner General

In March 2005, 121 countries gathered for the first World's Fair of the 21st century: World EXPO 2005 in Aichi, Japan.



For the United States, EXPO was both an opportunity and a challenge. The opportunity: reach out to two million visitors and reinforce diplomatic and business relationships in one of the fastest-growing economic regions of the world. The challenge: create impact befitting the United States' role as a leader in the global community, deliver a uniquely American perspective on the EXPO theme of Nature's Wisdom and show the world what makes America great.

The U.S. Pavilion staff, supporters and partners rose to the challenge, creating one of the most talked-about and well-attended country pavilions of EXPO 2005. The Pavilion's main show, "The Franklin Spirit," brought to life one of our most respected founding fathers to

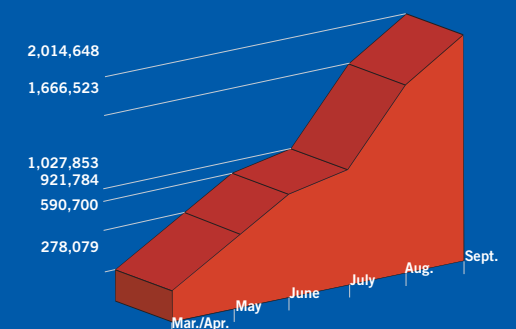


share his beliefs in the core American values of Hope, Optimism, Enterprise and Freedom. For the United States, EXPO 2005 was, by all accounts, a resounding success.

U.S. participation supported EXPO's messages and goals, and also reflected the importance of the strong friendship linking Japan and the United States—a friendship that is now stronger than ever before. The United States brought to the World's Fair a unique taste of American values, culture and the genuine warmth and enthusiasm of its people. In return, America gained from a strong, positive experience in public diplomacy as well as extended business relationships, creating opportunities for economic development.

Our experience at EXPO 2005 shows that with cooperation, determination and ingenuity, we can build relationships that will deliver positive diplomatic and economic benefits for years to come.

U.S. PAVILION ATTENDANCE





# VISITOR EXPERIENCE



Hope. Optimism. Enterprise. Freedom. These values drive human progress and are vital to the human spirit. For more than two million visitors, the U.S. Pavilion brought these values to life. And it did so through the words and ideas of the great American inventor, entrepreneur and pioneer Benjamin Franklin.

The U.S. Pavilion featured Benjamin Franklin as he returned for his 300th birthday to provide a uniquely American perspective on EXPO's theme of Nature's Wisdom. In a stunning presentation titled "The Franklin Spirit," visitors experienced many of the greatest innovations in America's history, and they saw, felt and heard, in vivid detail, the promise that Nature's Wisdom and human ingenuity hold for future generations.

Complementing "The Franklin Spirit," the Pavilion's American Journey Gallery gave visitors an up-close encounter with exhibits marking milestones on a journey of progress and innovation. From the 1902 Wright Glider to 21st century Mars and Saturn missions, the gallery demonstrated how American values have given rise to the innovations that shape our lives today and will continue to drive progress in the future.

Just as important to the visitor experience was the genuine warmth and enthusiasm of the Pavilion guides and staff. They provided support, guidance and education, but, more importantly, they gave visitors a true impression of the optimism that characterizes the American spirit.

And the efforts of everyone involved delivered handsome results. As one of the most popular attractions at EXPO 2005, the U.S. Pavilion achieved a total attendance of 2,014,468, exceeding an initial target of 1.5 million by more than 33%. Our participation in EXPO 2005 was an endeavor that will live in the memories of visitors for years to come.



*According to two regional polls, the U.S. Pavilion ranked #1 in popularity among country pavilions at EXPO 2005.*





*The U.S. Pavilion experience began in the Franklin Gallery, a pre-show area where visitors were introduced to Benjamin Franklin, including this statue of Franklin flying a kite. This statue was donated to the Aichi Prefectural EXPO Museum.*

## THE FRANKLIN SPIRIT

In “The Franklin Spirit,” Ben Franklin himself took U.S. Pavilion visitors on a multimedia tour that examined what nature can teach mankind about building a better future.

Benjamin Franklin was the ideal spokesperson for America’s message—a message that would support the EXPO’s theme of Nature’s Wisdom and communicate core values of Hope, Optimism, Enterprise and Freedom. He was a keen student of nature, a writer, publisher, businessman and inventor, living a life of wit and wisdom in which he tried to unleash the creative energies of nature and man.

“The Franklin Spirit” transports Franklin to the 21st century, giving him a chance to remind audiences that “... today, the natural blessings of human dignity and self-determination that changed and improved my world are now reaching every corner of this Earth.”



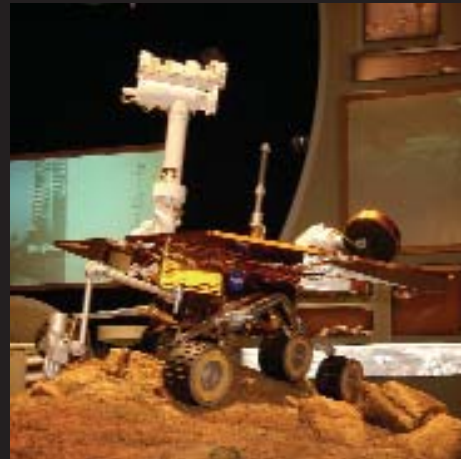
*“The Franklin Spirit” treated visitors to an impressive display of sights and sounds.*

*Benjamin Franklin provided a uniquely American perspective on progress, innovation and Nature’s Wisdom.*



## THE AMERICAN JOURNEY GALLERY

*The American Journey Gallery* featured exhibits marking milestones on a journey of progress and innovation. Among the exhibits in the gallery were displays of fascinating new images received daily from missions to Mars and Saturn, a Fuel Cell exhibit that explored a solution for meeting future energy demands and a vision of future automotive technology. Through these and other examples of human progress, *The American Journey Gallery* showed us that nature has many lessons to teach, whether we are reaching out to explore distant planets in the depths of outer space or solving pressing global problems here on Earth.



(Top) A dynamic exhibit in the gallery delivered exclusive images from the Cassini-Huygens Mission to Saturn.

(Bottom) Pavilion guides in The American Journey Gallery and elsewhere interacted with visitors while riding the Segway Human Transporter, a two-wheeled, self-balancing means of personal transportation. Segway provided four transporters for use in the Pavilion, enriching the experience of visitors and staff alike.

(Top) An exact, full-scale replica of a Mars Exploration Rover was featured in the gallery, along with digital feeds from the Mars Rover mission. This exhibit will be permanently displayed in Japan.

(Bottom) Another featured exhibit was General Motors' futuristic, fuel-cell powered concept vehicle, AUTOnomy. Representing GM's innovative vision of the future, AUTOnomy has the potential to decrease emissions and dramatically reduce petroleum consumption.

The American Journey Gallery featured a true-to-life replica of the 1902 Wright Glider created by Orville and Wilbur Wright as they developed the first airplane. This exhibit is now on display at the Centrair International Airport.







*“The Franklin Spirit” main show gave Pavilion visitors an exciting sensory experience, with electricity, rain and special effects that brought the wonders of innovation to life.*

## PAVILION IMPRESSIONS

The U.S. Pavilion was proud to play host to people of all ages and nationalities, from local schoolchildren to visiting dignitaries, in a celebration that reached out to the entire global community. While “The Franklin Spirit” main show played a central role in the experience of many visitors, there were many dimensions to American involvement in EXPO. From American keepsakes to events and entertainment, and even a Japanese wedding, the U.S. Pavilion provided visitors with memories that will last a lifetime.



*(Top) The U.S. Pavilion’s 250,000th visitor holds the EXPO mascot Morizo (Forest Grandfather).*

*(Top) Ben Franklin sharing tales of 1776 with young fans in front of the Mars Exploration Rover in The American Journey Gallery.*

*(Bottom) Many visitors to the U.S. Pavilion received complimentary souvenirs as they left The American Journey Gallery. This family holds up their Special Edition World Expo 2005 M&M’s Chocolate Candies.*

*(Bottom) Mr. Yasutoshi Kato and Ms. Naomi Kojo smile for the cameras at their wedding ceremony at the U.S. Pavilion.*



# ECONOMIC DEVELOPMENT



There were two parts to U.S. involvement in EXPO. “Downstairs” at the U.S. Pavilion, more than two million visitors experienced the “The Franklin Spirit” presentation and The American Journey Gallery. “Upstairs” in the Franklin Room, state, commercial and diplomatic leaders conducted business.

EXPO 2005 provided a high-profile venue for companies to meet with existing and prospective customers and partners in the region, and for states to promote tourism and economic opportunity. This was an event in an important location: the Central Japan region (Chubu), Japan’s leading manufacturing center and one of the fastest-growing economies in Asia. The GDP of Aichi, Gifu and Mie prefectures totals \$456 billion—nearly 15% of the total GDP in Japan.

State partners and commercial supporters were instrumental in the creation of the infrastructure needed to develop opportunities. They provided the resources and commitment to make the pavilion a success, and in return the pavilion provided valuable exposure for fostering business relationships. And just as events often force deadlines in public and private business, EXPO did the same by providing a venue for public announcements and business meetings. From promoting states to Japanese tour organizers, to meeting with Japanese manufacturers interested in creating or expanding U.S. operations, EXPO participation was an effort that benefited everyone involved.

EXPO 2005 was the first World’s Fair event in which U.S. participation was funded 100% by non-Federal dollars. That public-private partnership proved to be the strength of the U.S. program. Each supporter also had specific business objectives—and, by all accounts, those objectives were met. It was a partnership that succeeded on all levels, helping to provide a model for future U.S. involvement in World’s Fair events and, more importantly, providing opportunities that will result in more jobs for Americans.



*The U.S. Pavilion's Franklin Room provided a five-star venue for business meetings and conferences. Items in the room were auctioned off following EXPO, and a portion of the proceeds were donated to Hurricane Katrina recovery efforts.*



## U.S. PAVILION HELPS STATES AND COMPANIES BUILD VITAL BUSINESS RELATIONSHIPS

### U.S. Chamber of Commerce

The U.S. Chamber of Commerce hosted a business roundtable session at the U.S. Pavilion on May 14. Participants discussed business development challenges and opportunities in the Central Japan region, particularly those relating to the opening of the region's new Centrair Airport.

Central Japan is the country's industrial heartland. Fourteen major U.S. companies have operations in the area, and approximately 2,500 Americans have registered as living in Central Japan as of 2002.



*U.S. Chamber of Commerce President & CEO Tom Donohue chats with Stonebridge International Chairman Samuel "Sandy" Berger.*

Roundtable participants included representatives from the U.S. Chamber of Commerce, executives from American companies and executives from Japanese companies operating in the Central Japan region.

### Tennessee

Led by Commissioner Matthew Kisber of the Tennessee Department of Economic & Community Development, Tennessee Day, provided a unique opportunity to promote the state to a Japanese market. On April 26, Events included a Tennessee business seminar and reception that attracted more than 140 participants, including companies currently doing business in the state as well as potential investors. More than 160 Japanese operations are located in Tennessee, representing approximately \$10 billion in investment and employing approximately 40,000 state residents.



*Performer Ora Reed and Mississippi Governor Haley Barbour at "Mississippi Day" on August 4*

### Mississippi

On August 4, the U.S. Pavilion hosted a delegation from Mississippi led by Governor Haley Barbour. The delegation sought to expand Mississippi's extensive ties with Japan and promote tourism. State participation culminated in an event attended by representatives of 35 tourism-related companies. With approximately \$1.5 billion invested in operations in Mississippi, Japanese business plays a significant role in the state economy, including 24 Japanese companies with 30 facilities employing 6,000 people.



*Kentucky Governor Ernie Fletcher addresses the crowd at a May 16 "Kentucky Week" event.*

### Kentucky

Led by Governor Ernie Fletcher, Kentucky Week, May 16–23, was a tremendous catalyst for promoting investment in the Commonwealth in the form of economic development, tourism and education. Kentucky organizers brought together leaders from

companies such as Toyota, Sumitomo, Akebono, NHK Spring and the nearly 140 companies doing business in the Commonwealth to discuss business opportunities. In addition, representatives from the University of Kentucky and Georgetown College met with leaders from some of Japan's top universities to promote new educational opportunities, and the state's tourism officials brought Japanese travel industry representatives to educate them about why Kentucky is a destination place.



*Florida First Lady Columba Bush speaks at "Florida Day" on April 20.*

### Florida

Led by Florida's First Lady Columba Bush, the state participated in EXPO through two "Florida Days" in the U.S. Pavilion. On April 20, a Florida-Japan business seminar was hosted by Enterprise Florida and the Southeast U.S./Japan Association of Florida to build on trade prospects. More than 70 Japanese companies attended the event. Currently, 100 Japanese-affiliated firms operate in Florida, representing a \$2.8 billion investment and employing 23,000 Floridians.

### Indiana

Led by Governor Mitch Daniels, Indiana Day, August 5, at the U.S. Pavilion featured the largest delegation of business, government and academic representatives in state history. In addition to public Indiana Day events, including a display of a Toyota "Indy" car, the day featured a reception in the Franklin Room for existing Japanese business partners. Indiana is home to



*Indiana Governor Mitch Daniels greets 2005 World Expo Chair Dr. Shoichiro Toyoda at "Indiana Day" on August 5.*

approximately 220 Japanese companies with \$7 billion invested in the state and employing more than 40,000 residents.

### Travel Industry Association of America (TIA)

With the opening of the new Chubu International Airport, EXPO's location in Nagoya presented a rich opportunity to promote travel in an area particularly active in overseas tourism. A 2,200-member association of airlines, attractions, hotels, auto rental companies, state government travel offices and regional tourism organizations, TIA took advantage of that opportunity, sponsoring a honeymoon following a wedding held at the Pavilion and hosting a tourism seminar. These occasions highlighted U.S. tourism opportunity and reinforced relationships between suppliers and operators in the industry.

### Texas

Texas First Lady Anita Perry and Texas Secretary of State Roger Williams led a delegation of more than 70 business executives and government representatives during "Texas Days," August 1 through 3, at the U.S. Pavilion. The tourism sector hosted a luncheon for more than 30 tour operators, travel media and airline partners. The state also hosted a VIP reception for 150 business leaders, and an additional reception and investment seminar focused on the automotive industry attracting 100 industry leaders. During these activities, Toyota Motor

Manufacturing North America announced an investment of \$50 million in its San Antonio plant currently under construction to allow for a 50,000-vehicle increase in production capacity. In 2003, Japanese investment in Texas property, plants and equipment was estimated at \$6.5 billion.



*Texas First Lady Anita Perry is interviewed by Yomiuri Cub Reporters at an August 1 "Texas Days" gathering.*

### Michigan

Michigan organizers took advantage of the U.S. Pavilion's unique setting to host a world-class automotive seminar and reception on July 25. This was a kick-off event for a week-long investment mission led by Governor Jennifer Granholm, and an integral part of the state's strategy for increasing its visibility as a location for Japanese investment. More than 75 companies attended the seminar. The overall investment mission, including the EXPO event, has proven successful, with more than 10 Japanese companies now planning expansion



*Michigan Governor Jennifer Granholm with the GM AUTOnomy Car at "Michigan Day" on July 25*

or investment in Michigan. Currently, 374 Japanese manufacturing and research and development companies do business in the state, employing 30,000 residents and contributing \$8 billion to the economy.



*Former Merck Chairman & CEO Ray Gilmartin addresses the U.S.-Japan Innovation Summit on September 15.*

### U.S.-Japan Innovation Summit

A joint innovation summit between business, technology, education and labor leaders from the U.S. and Japan was held at the U.S. Pavilion and in nearby Nagoya. The summit fostered a dialogue among private and public sector leaders on ways in which the two countries can work together to share ideas on innovation. Co-hosts included The Council on Competitiveness (COC), the Japan Ministry of Economy, Trade and Industry (METI), Fortune, Time, Inc. and Nikkei Shimbun.



KEY FACTS AND FIGURES

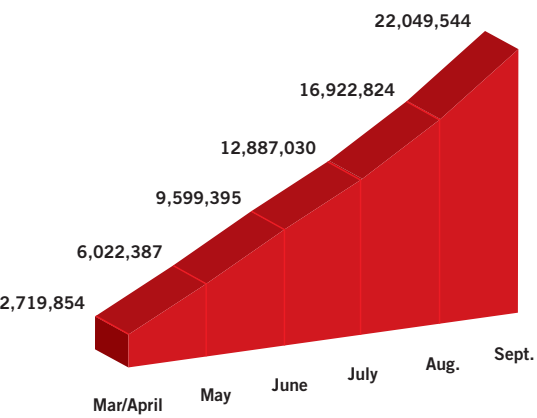
About the Chubu Region

**About the EXPO Location:** The Aichi World EXPO 2005 was located in the Central Japan region (Chubu), an economic powerhouse known for its manufacturing prowess that has continued to grow and expand despite economic challenges in other areas. The GDP of Aichi, Gifu and Mie prefectures totals \$456 billion—nearly 15% of the total GDP in Japan. Two public works projects, Centrair Airport and World EXPO 2005, have built direct links between key U.S. financial centers and this growth area in Japan.

For the last 27 years, Aichi Prefecture has ranked first among all prefectures in the output of manufactured goods, including automobiles, aerospace products, machine tools and ceramics. The area is best known as the home of Toyota Motor Corporation, Brother Industries and Noritake. The Nagoya port has been ranked number one in Japan for the last five years.

World EXPO 2005 Attendance

More than eight years in the planning, World EXPO 2005 was a resounding success that brought together people and cultures from around the world in celebration of the central theme of “Nature’s Wisdom.” Over the course of 185 days, World EXPO 2005 welcomed more than 22 million visitors, far exceeding initial attendance expectations of 15 million people.



Notable Visitors:

Shinzo Abe, Secretary General, LDP  
Prime Minister Shaukat Aziz, Islamic Republic of Pakistan  
Senator Howard Baker  
Governor Haley Barbour (R-MS)  
First Lady Columba Bush (R-FL)  
Governor Mitch Daniels (R-IN)  
Dr. Luis Ernesto Derbez Bautista, Secretary of Foreign Affairs, Mexico  
Tom Donohue, President & CEO, U.S. Chamber of Commerce  
Alexander Downer, Foreign Minister, Australia  
Governor Ernie Fletcher (R-KY)  
David Goode, Chairman & CEO, Norfolk Southern  
Governor Jennifer Granholm (D-MI)  
Governor Christine Gregoire (D-WA)  
Miroslaw Gronicki, Minister of Finance, Republic of Poland  
Ambassador Carla Hills  
Charles Holliday, Chairman & CEO, DuPont  
Princess Raiyah Bint Hussein, Jordan  
Senator Daniel Inouye (D-HI)  
Japan’s Ambassador to the U.S. Ryozo Kato  
Congressman Jim Kolbe (R-AZ)  
Dr. Vytautas Landsbergis, Former President, Lithuania  
Governor Joe Manchin (D-WV)  
Secretary of Transportation Norman Mineta  
His Imperial Highness Crown Prince Naruhito of Japan  
Secretary of the Interior Gale Norton  
First Lady Anita Perry (R-TX)  
Jacek Piechota, Minister of Economy, Republic of Poland  
General Colin Powell (Ret)  
Governor Bill Richardson (D-NM)  
First Lady Patsy Riley (R-AL)  
Senator Jay Rockefeller (D-WV)  
Dr. Jorge Fernando Branco de Sampaio, President of Portugal  
Ambassador Thomas Schieffer  
Congressman Adam Smith (D-WA)  
Secretary of Education Margaret Spellings  
Her Imperial Highness Princess Takamado  
Rick Wagoner, CEO, General Motors  
Governor Mark Warner (D-VA)  
Dr. Hashim Yamani, Minister of Commerce & Industry, Saudi Arabia  
China’s Ambassador to Japan Wang Yi

U.S. PAVILION MEDIA COVERAGE

*The summary and results below outline the U.S. Pavilion’s media coverage from October 2004 to present.\**

PRINT MEDIA:

**Total Impressions:** Coverage secured in U.S. and Japanese print media provided the U.S. Pavilion with a reach of more than 351,057,952 readers (media impressions).

**Content:** The coverage varied in content, from national news pieces about the Pavilion’s involvement in EXPO, to the involvement of specific states at the Pavilion.

Publications (U.S.):

- *The New York Times*
- *San Francisco Chronicle*
- *Travel and Leisure*
- *Miami Herald*
- Numerous local and regional publications
- U.S. Pavilion advertorials have run in *Fortune*, *Time* and *Newsweek* as a result of in-kind sponsorships.

Publications (Japan):

In Japan, there were 91 articles printed during opening weekend alone. Japanese highlights included pieces in:

- *Chunichi Shimbun*
- *Yomiuri Shimbun*
- *Asahi Shimbun*

BROADCAST COVERAGE:

Total cumulative audience was over 155,000,000. (combined television, radio and online impressions)

Television:

**Total Viewership:** Secured coverage in broadcast outlets reached more than 127,586,109 viewers.

**Highlights:** Highlights include U.S. coverage on CBS Marketwatch. In Japan, a 15-minute NHK segment promoted U.S. National Day. A live-ly format featured Big Bird, the Segway human transporter and Ambassador Gable. The broadcast reached more than 7 million people.

Radio:

Ambassador Gable was interviewed on more than 25 radio stations about U.S. participation at World EXPO 2005. Highlights include:

- Interviews with Powernomics, NPR and three top news/talk stations.
- In May, Paul W. Smith (of the Paul W. Smith Show) of WJR, Detroit broadcast live for two days from the U.S. Pavilion.
- The Nagoya-based radio show, Tiptop Shuffle, on Radio-i 79.5 promoted upcoming events at the U.S. Pavilion on a weekly basis.



*EXPO 2005 Deputy Commissioner General (Private Sector) Douglas M. West and General Colin Powell (Ret) tour the U.S. Pavilion on July 20.*



*Ambassador Lisa Gable, EXPO 2005 U.S. Commissioner General, and Crown Prince Naruhito of Japan visit the Mars Rover exhibit in the U.S. Pavilion on June 7.*

\* Media statistics provided by Ruder Finn/Switzer.



# CULTURAL PROGRAMMING



EXPO 2005 provided a unique chance to reach out to an economically and diplomatically influential audience of 22 million attendees. Thanks to the effort of organizers and performers from across the nation, the U.S. was able to take advantage of this opportunity.

The U.S. presented a rich and varied program of events highlighting America's diverse culture. The New York City Opera performed *Little Women* and *Madama Butterfly*. Warner Bros. released its world premiere of *Batman Begins*. Visitors saw Texas country music legend Larry Gatlin, Mississippi blues guitar player James "Super Chikan" Johnson, Hawaiian ukelele player Jake Shimabukuro, a Native American dance ensemble from New Mexico, "West Virginia Boys" bluegrass band and Wayne State University jazz professor and performer Chris Collins. These and other performances played a crucial role in helping to showcase state and regional culture. Additionally, The U.S. Pavilion cultural program afforded states the opportunity to invite sister city and sister state groups to perform on their behalf, further strengthening these special partnerships. Florida, Kentucky and Indiana took advantage of this opportunity.

A highlight of America's EXPO participation was U.S. National Day on June 20, a major media event that re-affirmed the bi-lateral relationship between Japan and the U.S. This celebration of youth gave visitors a chance to see a parade with the University of Southern California marching band, hear tenor Daniel Rodriguez sing the "Star Spangled Banner," experience the Voices of Eve' N Angels (VOENA) children's choir, and see a performance of Sesame Street Live. With the help of baseball giant Tommy Lasorda and former Texas Rangers president, Ambassador Thomas Schieffer, the day closed with events focused on baseball, a favorite American and Japanese pastime. U.S. National Day was attended by a special delegation named by President George W. Bush.

Through its program of cultural events, the U.S. Pavilion added another dimension to its public diplomacy effort at EXPO, gaining visibility and leaving a lasting, positive impression on visitors, businesses and dignitaries from around the world.



*The New York City Opera performed Little Women and Madama Butterfly as part of the U.S. Pavilion's cultural events program.*

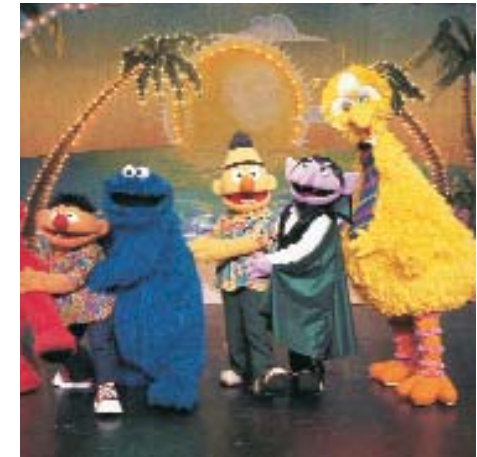


The University of Southern California Trojan Marching Band led a procession to EXPO Dome to kick off U.S. National Day.



## U.S. NATIONAL DAY

On June 20, the United States observed its National Day at EXPO 2005 with a youth-focused celebration featuring a variety of family-oriented performances. The event was attended by a special delegation named by President George W. Bush that included Secretary of Education Margaret Spellings, Tommy Lasorda, Gary Nakamoto, Ambassador Thomas Schieffer and U.S. Commissioner General Lisa Gable. This celebration provided an ideal opportunity for visitors to experience the diversity of culture that the United States has to share with the world.



(Top) Secretary of Education Margaret Spellings headed a special delegation named by President Bush to attend the U.S. National Day celebration.

(Top) Festivities included a Japanese/English performance of Sesame Street Live, featuring Big Bird, Bert, Ernie and other favorite children's characters.

(Bottom) National Day featured a performance from VOENA (Voices of Eve 'N Angels), an internationally acclaimed, multi-ethnic children's choir based in California.

(Bottom) Daniel Rodriguez, retired New York City police officer and globally recognized tenor, performed the "Star Spangled Banner," and "Kimigayo" on U.S. National Day.



*Taiko drummers from Nie and Gifu prefectures brought Japanese tradition and culture on Opening Day of the U.S. Pavilion (March 25, 2005)*



## EVENTS AND PERFORMANCES

The U.S. Pavilion hosted a variety of high-visibility events focusing on American culture. These events were privately funded and externally managed by a U.S. Pavilion cultural programming partner. Performances and events associated with the pavilion helped to support state and regional tourism development efforts, and proved to be valuable venues for educating and entertaining EXPO visitors.



*(Top) The U.S. Pavilion presented the World Premiere of the Warner Bros. Pictures release Batman Begins.*

*(Top) Mississippi Day at the pavilion featured blues guitar player James "Super Chikan" Johnson.*

*(Bottom) Country music legend Larry Gatlin performed as part of "Texas Days" at the U.S. Pavilion.*

*(Bottom) A Native American dance ensemble from the Santa Clara Pueblo performed as part of the pavilion's "New Mexico Day" celebration.*



AICHI USA 2005 WORLD EXPOSITION, INC.		
In 1999, Congress mandated a private and public sector partnership for participation in international expositions and required that all funding come from sources outside the Federal Government.	Understanding with Aichi USA 2005 on July 29, 2004. Aichi USA 2005 agreed to donate to State the temporary loan of a fully complemented pavilion, which would serve as the U.S. Exposition, compliant with all requirements of the Japan Association for the 2005 World Exposition. Aichi USA 2005 also provided the funding for the U.S. Pavilion and all associated costs. Aichi USA 2005 is managed by	Douglas M. West, who serves in the role of president and chief executive officer.  Financing: In accordance with Pub. L. No. 106-113, no Federal funds were involved in the U.S. Pavilion. The U.S. Pavilion was completely financed by the corporate sector and 19 state partners. The Commissioner General was a non-compensated employee of the Department of State.
Aichi USA 2005 World Exposition, Inc. is the private, non-profit organization that coordinated U.S. participation in EXPO 2005. The U.S. Department of State signed a Memorandum of		

PUBLIC-PRIVATE PARTNERSHIP	
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